



Town of Arlington, Massachusetts
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Minutes 11/16/2011

Arlington Committee on Tourism and Economic Development

Wednesday, November 16, 2011

7:00 to 8:30 p.m.

Town Hall Annex, 730 Massachusetts Avenue

Minutes

Present: Roly Chaput, Kirsi Allison-Ampe, Angela Olszewski, Clarissa Rowe, Howard Winkler, Sharon Shaloo

Absent: Bob Bowes, Tom Davison, Mike Ginns, Daniel Hodge, Carol Kowalski, Diane Mahon, Joann Robinson,

1. The Meeting was called to order at 7:02 p.m.
2. The Minutes of the October 2011 meeting were approved as submitted.
3. Update: Committee Membership

New applicants for committee membership are being interviewed. Clarissa will report on the status of their appointments when the BoS has made its decision.

Roly Chaput was elected by acclamation as Treasurer for a term of one year.

New officers of the ATED committee will be elected each spring, in March or April.

4. Committee Budget and Reimbursements

The Finance Committee approved a \$1,025 transfer from reserve so that ATED can begin its work. The Committee will enter into the normal budget process for the next fiscal year.

5. Plans for the Coming Year

- Planning Study for Signage -- \$20,000 - proposed by Clarissa Rowe
- Brochure Marketing Arlington's three cultural organizations open to the public on a weekly basis, Jason Russell House, Dallin Museum, and Old Schwamb Mill
- Patriot's Day/Weekend - Developing a program and coordinating the various stakeholders so as to make Arlington's celebrations more meaningful and compelling
- EDSAT - Work with Planning when the results are final
- Possible Summer Concert Series (Tom Davison)

6. Reports of Subcommittees and Updates on Current Projects

- Battle Road Scenic Byway -- The Corridor management studies have been given to the Finance and Capital Planning Committee
- Dec 6th - There will be a BRSB task force meeting 7 p.m., Selectman's Hearing Room, Arlington Town Hall

- Angela, Howard, Clarissa will continue as Arlington representatives on the BRSB committee
- Angela has ordered and will report on an economic development tool for scenic byways
- The Scenic Byway Report will be presented to the BoS on Monday, 11/21. Committee members are invited to attend.
- Outreach to museums
- The final outreach visit (Dallin Museum) is scheduled for 10 a.m. Saturday, 11/19
- Take-Away Points from Visits to Old Schwamb Mill, Smith Museum
- Common Needs: Publicize events/brochure, Signage, Social Media Development, Volunteer Development (arts/museum education interns, high school students, docent training, etc.)
- Special Needs: Jason Russell House physical plant: a parking lot is essential for development of the site. Better attention to historical displays at the House will link the site to the BRSB initiative. Consulting Visitor: Lou Sedaris, National Park Service. Rep. Markey's office will be engaged in the effort, using Longfellow House as a model.
- EDSAT

An initial meeting to discuss the project was held in Town Hall. Approximately 18 people attended. The outcomes were not complete and a second meeting may need to be scheduled. Workforce/infrastructure/etc./location -- about 18 people - discussion ... but not yet focused on answering questions. May need second meeting.

Initial reactions to the EDSAT Report:

- The big 4 issues highlighted by EDSAT for economic development are: on-site parking, lease/rental rates for space, workforce skills/quality, and speed of permitting. Out of these, Arlington should probably focus on on-site parking and permitting.
- A high-level economic development strategic plan for Arlington would be helpful to better interpret and focus on the most meaningful findings for Arlington of the EDSAT work.
- Potential "target industries" for Arlington could include: a) professional services (law, medical, finance, consulting, etc); b) tourism; c) creative economy (artists, designers, music, culture); and d) clean energy research and development.
- Sites are a big issue - there aren't many large ones in Arlington and we don't have access to 128/I-95 and we don't have business sites near Rt. 2 (like Lexington). So, we need to be very strategic with mid-larger sites that are or do become available. And we need to think about growing up (more stories) to expand office space opportunities in select districts.
- EDSAT is somewhat geared towards attracting mid-large size firms. That is likely to be only a small part of Arlington's economic development strategy. We should be more focused on a strong environment for entrepreneurs and professionals and small businesses. Our proximity to Cambridge and Boston is an asset for these smaller size companies.
- Once they complete the initial EDSAT analysis, we should do a round of quality control (QC) review on the report.
- Patriots Day

We need to coordinate the parade and reenactment schedules so that both can occur, grow, and thrive. ATED can fill in the gaps in the programming once the stakeholders are coordinated.

Potential Program: A brunch with art activity and performer to hold residents at Town Hall in anticipation of arrival of Revere and Dawes. Committee members will investigate ideas for this program.

- Visitor information

Angela is collecting visitor information and is working on a pop-up visitors' center.

- Communication and marketing plans

This item is tabled at present.

7. Old Business

There was no other old business

8. New Business

Roly Chaput reported that Nov 22 is the 150th anniversary of Dallin's birth and the Museum is sponsoring a series of programs throughout the year to celebrate the milestone.

9. Adjournment

The Meeting was adjourned at 8:40 p.m.